

REMARKS

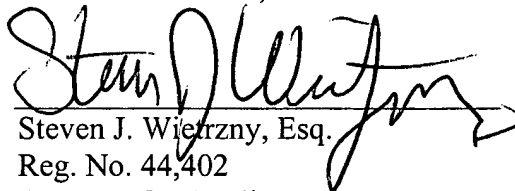
Original patent claims 1-20 and new claims 21-34 are pending in the present reissue application. The new claims are fully supported by the specification. In particular, in Figs. 1 and 3, and the specification, for example at column 4, beginning at line 26 and specifically lines 34-40 and 49-55, the patent discloses that the sign can include a warning arm containing a warning that can be concealed in the housing when in a substantially vertical concealed state and can be moved to a revealed state in which the warning is visible. The patent also discloses, for example at column 4, lines 8-25, that the sign can include surfaces for supporting indicia or indicia panels for display. The in-store support of new claim 28 is supported by the disclosure, for example, at col. 1, lines 17-21 and col. 3, lines 1-5 as well as Fig. 1.

The new claims thus being fully supported by the patent specification, Applicant requests that this amendment be entered into the record of the above reissue application. The new claims add 14 claims (4 independent claims) to the original 20 claims (2 independent claims), totaling 34 claims with 6 being independent. Please charge the \$252.00 (14 @ \$18) fee for the extra 14 claims and the \$252.00 (3 @ \$84) fee for the extra 3 independent claims to Deposit Account 17-0055.

Respectfully submitted,

BRUCE R. KERN, ET AL.

By:



Steven J. Wierzny, Esq.

Reg. No. 44,402

Attorney for Applicants

Quarles & Brady, LLP

411 East Wisconsin Ave.

Milwaukee, WI 53202-4497

(414) 277-5000